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*1939*  
*A Souvenir From*  
"ROSES ON PARADE"



©J&P

NEW ROSE, "WORLD'S FAIR"

THE WORLD'S FAIR ROSE GARDEN

*Executed and Maintained by  
Jackson & Perkins Company  
The World's Largest Rose Growers*

NEWARK, NEW YORK STATE, U. S. A.



# LAVISH DISPLAY OF COLOR

*Provided by 7500 Beautiful Plants  
in "ROSES ON PARADE"*

© N.Y.W.F.

Executed and Maintained by  
the World's Largest Rose-Growers

Never before have so many lovely Roses—the latest creations of both American and European hybridizers—provided such a lavish display of colors and varieties. "Roses on Parade," a section of the Horticultural Exhibit of the New York World's Fair, is aptly described as the most colorful Rose-garden of the century. It provides the perfect setting for the enjoyment of more than 250 varieties of Roses from 18 different countries—truly an International Rose-Garden.

Jackson & Perkins, the world's largest Rose-growers, and creators of "Roses on Parade," have been in the nursery business for 65 years. You are invited to visit J. & P.'s extensive test and display gardens at Newark, New York State, near Rochester. There you will see 20,000 Rose plants in over 3,000 varieties, including test plantings of



thousands of unnamed varieties from which will be selected the Roses of the future, and fields of over a million growing Rose plants.

J. & P. Roses are known the world over. Now, because of insistent demands from the public, a retail department has been added. You may now obtain these Roses from your local dealer or direct from Jackson & Perkins Company, as you may prefer. *The terms:* Please send cash with order or prior to shipping-time. Shipments prepaid east of Mississippi River; beyond that, add 15 per cent.



**WORLD'S FAIR**  
(Pat. pend.)

Striking red blooms  
in large clusters.

Each \$1.00  
\$10 dozen

© J. & P.



None Genuine  
Without This Tag

## *Write for FALL CATALOG*

If you wish our new Fall 1939 Catalog, write Jackson & Perkins Company, Department WF, Newark, New York State. Our Fall Catalog will contain detailed descriptions and illustrations in color of the new Rose creations and the best of the older varieties. Also helpful information on planting.

## *LOOK FOR THIS LABEL*

Jackson & Perkins' New Roses are patented for your protection. This label is your guarantee of the genuine.





# FLORIBUNDA

*A new class of roses acclaimed by  
World's Fair Visitors*

## Other Floribunda Roses

|   |      | Each   | Dozen   |
|---|------|--------|---------|
| WORLD'S FAIR. (Pat. pend.) (Illus- trated on cover and preceding page)                                  |      | \$1.00 | \$10.00 |
| CARILLON. (Pat. 136.) Deep coral Floribunda <i>par excellence</i>                                       | 85   | 8.50   |         |
| ANNE POULSEN. (Pat. 182.) Brilliant scarlet blossoms  | 75   | 7.50   |         |
| ROCHESTER. (Pat. 131.) Continuous bloomer. Blossom colored like oriental pearl                          | 85   | 8.50   |         |
| PERMANENT WAVE. (Pat. 107.) Wavy red blooms. A novelty from Holland                                     | 75   | 7.50   |         |
| VISCOUNTESS CHARLEMONT. (Propagation rights reserved.) Salmon-rose buds shade off into satiny rose-pink | 1.00 | 10.00  |         |
| SUMMER SNOW. (Propagation rights reserved.) Produces lovely clear white blooms                          | 85   | 8.50   |         |
| WHITE AACHEN. Buff-yellow buds open into pure white, double blossoms                                    | 75   | 7.50   |         |
| JOYOUS. (Pat. pend.) Flowers semi-double, deep rose-pink  | 1.00 | 10.00  |         |
| HOLSTEIN. (Pat. pend.) Large clusters; single; dark red   | 1.00 | 10.00  |         |
| GRUSS AN AACHEN. Produces soft salmon-pink and white double blooms                                      | 75   | 7.50   |         |
| PINK GRUSS AN AACHEN. Deep salmon-rose sport of Gruss an Aachen   | 75   | 7.50   |         |
| GLOIRE DU MIDI. (Pat. 270.) Polyantha. Orange-scarlet blossoms withstand hottest sun                    | 75   | 7.50   |         |
| CAMEO. Clusters of semi-double, salmon-pink blooms  | 75   | 7.50   |         |



DONALD PRIOR. (Pat. pend.) Never without rich red blossoms Each \$1.00; \$10.00 per dozen



SMILES. (Pat. 331.) A lovely pink variety deserving the name Each 85 cts.; \$8.50 per dozen



SNOWBANK. (Pat. 279.) Gold Medal winner. Large flowering; white Each 85 cts.; \$8.50 per dozen



BETTY PRIOR. (Pat. pend.) Blossoms like pink dogwood Each \$1.00; \$10.00 per dozen

## SPECIAL FLORIBUNDA GROUP OFFERS FOR ROSE-LOVERS

Price Savings for Quantity Purchases  
(Applies to all Floribunda Roses—Make Your Own Selection)

3 of a kind    25 of a kind

\$2.50    \$18.75

2.15    15.65

1.90    13.75

Varieties costing \$1 each.....  
Varieties costing 85c. each.....  
Varieties costing 75c. each.....

3 OUTSTANDING GROUP ASSORTMENTS

GROUP F1. 3 each Betty Prior, Donald Prior, Snowbank (9 plants), for \$7.15  
GROUP F2. 3 each Permanent Wave, Joyous, World's Fair (9 plants), for \$6.90  
GROUP F3. 3 each Gruss an Aachen, Pink Aachen, White Aachen (9 plants), for \$5.65.

Shipment prepaid east of the Mississippi River—beyond that, add 15 per cent



# NEW ROSE CREATIONS

the Hits of more than 250 Varieties in "Roses on Parade"



DICKSON'S RED  
(Pal. pend.)  
Exhibition scarlet  
Each \$1.50; \$15.00 per dozen



ALICE HARDING. (Pal. 202.)  
Exhibition yellow  
Each \$1.50; \$15.00 per dozen



ETERNAL YOUTH. (Pal. 332.)  
The ultimate in pink Roses  
Each \$1.50; \$15.00 per dozen



SATURNIA. (Pal. pend.)  
Brilliant two-tone  
Each \$1.00; \$10.00 per dozen

THE new Rose creations illustrated here are just a few of the many outstanding varieties from far and near quarters of the earth, thrilling visitors to "Roses on Parade." Thousands of flower lovers pause each day to marvel at the beauty of these and other lovely Jackson & Perkins Roses. All have passed rigid tests and proved their worth under actual growing conditions in the United States.

## ENJOY THESE LOVELY WORLD'S FAIR ROSES in your own Garden

### EXTRA SPECIAL

THE "HITS" OF MORE THAN 250 VARIETIES  
"World's Fair International Twelve"

(ALL THE ROSES ILLUSTRATED ON THIS PAGE)

|            |   |                |
|------------|---|----------------|
| <b>"A"</b> | 1 each of the 12 varieties, (regular value \$16.00), postpaid | <b>\$14.00</b> |
| <b>"B"</b> | 2 each of the 12 varieties, (regular value \$32.00), postpaid | <b>\$27.00</b> |

### Group Offers from International Rose-Garden

These group offers are made up from the International Rose-Garden, separated as to the different countries in which they were originated.

|  |               |
|--|---------------|
| <b>1 AMERICAN GROUP.</b> (All orig-<br>inations of J. H. Nicolas.) 1 each of<br>Eclipse, Gloaming, Rocket,<br>Carillon, Miss America, Mrs. Francis<br>King. (Value \$6.10.)<br>Special.....            | <b>\$5.10</b> |
| <b>2 ITALIAN GROUP.</b> 1 each of<br>Signora, Rome Glory, Eternal<br>Youth. (Value \$4.25.)<br>Special.....  | <b>\$3.55</b> |
| <b>3 IRISH GROUP.</b> (McGredy's<br>new Irish Roses.) 1 each of<br>McGredy's Sunset, McGredy's Rex<br>Anderson, McGredy's Pink, McGredy's<br>Pride, McGredy's Triumph.<br>(Value \$7.25.) Special..... | <b>\$6.10</b> |
| <b>4 FRENCH GROUP.</b> 1 each of<br>Alice Harding, Jean Cote, Mme.<br>Jean Gaujard. (Value \$4.50.)<br>Special.....  | <b>\$3.75</b> |
| <b>5 1940 GROUP.</b> (Next fall's intro-<br>ductions.) 1 each of Dickson's<br>Red, Hector Deane, Satan.<br>(Value \$4.50.)<br>Special.....   | <b>\$3.75</b> |
| <b>6 COSMOPOLITAN GROUP.</b> 1<br>each of Matador, Golden Main,<br>Countess Vandal.<br>(Value \$3.25.)<br>Special.....   | <b>\$2.75</b> |

NOTICE: All orders prepaid East of the Mississippi; beyond that, add 15 per cent

### Other J. & P. Preferred Roses

|  | Each   | Dozen   |
|--|--------|---------|
| ALEZANE. (Pal. 116.) Reddish brown....   | \$1.25 | \$12.50 |
| AMELIA EARHART. (Pal. 63.) Large<br>straw-yellow blossoms.....                               | 1.25   | 12.50   |
| BETTER TIMES. (Pal. 23.) Perfect<br>cerise-red blooms.....                                   | 1.00   | 10.00   |
| CARILLON. (Pal. 136.) Large; brilliant<br>flame passing to coral-pink.....                   | .85    | 8.50    |
| CRIMSON GLORY. (Pal. 105.) Deep<br>velvety crimson.....                                      | 1.25   | 12.50   |
| FLAMBEAU. (Pal. pend.) Glowing scarlet. 1.50   | 1.50   | 15.00   |
| GOLDEN MAIN. (Pal. 254.) Dandelion-<br>yellow.....   | 1.25   | 12.50   |
| GOLDEN STATE. (Pal. 303.) Buff-yellow. 1.50  | 1.50   | 15.00   |
| HECTOR DEANE. (Pal. pend.) Very<br>fragrant; orange-scarlet.....                             | 1.50   | 15.00   |
| JEAN COTE. (Pal. pend.) Opulent and<br>fragrant; orange-apricot.....                         | 1.50   | 15.00   |
| MARY HART. (Pal. 8.) Fragrant; blood-<br>red.....  | 1.00   | 10.00   |
| MATADOR. (Pal. 170.) Large; dark<br>crimson.....   | 1.00   | 10.00   |
| McGREDY'S PINK. (Pal. pend.) Vigor-<br>ous; bright pink.....                                 | 1.50   | 15.00   |
| McGREDY'S TRIUMPH. (Pal. 190.)<br>Strawberry, flushed scarlet and orange. 1.25               | 1.25   | 12.50   |
| MISS AMERICA. (Pal. 267.) Large;<br>flesh-color, suffused with salmon and gold. 1.00         | 1.00   | 10.00   |
|  |        |         |
| MME. HENRI GUILLOT. (Pal. pend.)<br>Deep watermelon-pink.....                                |        |         |
| MRS. FRANCIS KING. (Pal. 253.) Ex-<br>quisitely fragrant; white, pale gold center. 1.00      |        |         |
| RADIANT BEAUTY. (Pal. 97.) Gor-<br>geous radiance red.....                                   |        |         |
| RIVIERA. (Pal. pend.) Double; orange-<br>scarlet; very large.....                            |        |         |
| R. M. S. QUEEN MARY. (Pal. 249.)<br>Glorious combination of pink, salmon,<br>and orange..... |        |         |
| ROCKET. (Pal. 171.) A continuous<br>bloomer. Bright red.....                                 |        |         |
| RONSARD. (Pal. 284.) Striking yellow<br>and scarlet.....                                     |        |         |
| SATAN. (Pal. pend.) Velvety carmine. 1.50  |        |         |
| TEXAS CENTENNIAL. (Pal. 162.) Color<br>blood-red, tinging to cerise-red.....                 |        |         |
| WHITE BRIARCLIFF. (Pal. 108.) Abso-<br>lutely pure white Hybrid Tea.....                     |        |         |
| YOSEMITE. (Pal. 109.) Double; scarlet-<br>orange.....  |        |         |
| ZULU QUEEN. (Pal. pend.) Dusky<br>maroon.....  |        |         |

### 3 PLANTS OF ONE VARIETY AT DOZEN RATE

### JACKSON & PERKINS COMPANY

World's Largest Rose Growers

Dept. WF

NEWARK, NEW YORK STATE



REX ANDERSON. (Pal. pend.)  
Exhibition white  
Each \$1.50; \$15.00 per dozen



GLOAMING. (Pal. 137.)  
Exhibition pink  
Each \$1.00; \$10.00 per dozen



COUNTESS VANDAL. (Pal. 38.)  
Most loved of all new Roses  
Each \$1.00; \$10.00 per dozen



MME. JEAN GAUJARD. (Pal. pend.)  
Lovely two-tone  
Each \$1.50; \$15.00 per dozen



SIGNORA. (Pal. 201.)  
Improved Hoover  
Each \$1.25; \$12.50 per dozen



ROME GLORY. (Pal. 304.)  
Mammoth red  
Each \$1.50; \$15.00 per dozen



McGREDY'S SUNSET. (Pal. pend.)  
Gorgeous as an Irish sunset  
Each \$1.50; \$15.00 per dozen

Complete Price List of Older Rose Varieties Available on Request

# *An amazing New Climber at the World's Fair JUNE MORN*



JUNE MORN  
(Pat. pend.)

Each \$2.00  
\$20 dozen

## **Other Fine J. & P. Climbers**

|   | Each   | Dozen   |
|---|--------|---------|
| BLAZE. (Pat. 10.) Hardy, scarlet, ever-blooming Climber.....                              | \$1 00 | \$10 00 |
| NEW DAWN. (Pat. 1.) Everblooming Dr. Van Fleet. Pink.....                                 | 1 50   | 15 00   |
| DOUBLOONS. (Pat. 152.) A radiant yellow Climber; double; vigorous.....                    | 1 50   | 15 00   |
| PRINCESS VAN ORANGE. (Pat. 106.) Dazzling orange-scarlet Rambler.....                     | 1 00   | 10 00   |
| FLASH. (Pat. pend.) Vivid orange-scarlet..  | 1 00   | 10 00   |
| CLIMBING SUMMER SNOW. (Pat. pend.) Clear white, double flowers. Finest white Climber..... | 1 50   | 15 00   |

### **Special Group Offer "C"**

1 BLAZE      1 DOUBLOONS  
1 JUNE MORN  
(Regular value \$4.50)      \$3.75  
Special .....

**JACKSON & PERKINS COMPANY**  
**NEWARK, NEW YORK STATE**